

# ASTHMA

A woman with long dark hair is blowing bubbles. She is holding a yellow bubble wand in her mouth. Numerous colorful bubbles are floating around her, some in the foreground and some in the background. The background is a dark, out-of-focus forest or park setting.

A Comprehensive Patient Reference

Proposed Sample Cover -  
2008 Edition  
**Customization Available**

## **THINK ABOUT INCORPORATING MEDISCRIP T'S ASTHMA BOOK AS PART OF YOUR PATIENT EDUCATION.**

### **Value of Patient Education:**

- Patients can take the book home to help remind them of their doctor's information and instructions. Often without a take away resource, patients remember very little.
- Is an important addition to good medical treatment.
- Improves patient understanding leading to better compliance and refilled prescriptions.
- Fulfills a need of physicians and pharmacists to educate their patients with highly credible pieces.
- Educates the patient and saves the professional's time.
- Positions your company as a leader in ethical patient education.
- Leverages the rep's relationship, and brands the product's image and key strategic message to increase market share.

- Books can be personalized with your drug, company, medical association or patient group if desired.
- Books can be updated to reflect new improvements in treatment.
- Most common approved treatment options are described.
- Designed by patient education specialists.
- Written by a team of medical professionals and tested by healthcare professionals.
- Presented in an illustrated style with easy-to-understand text.
- Complex terminology is explained in simple terms.

**Primary Target Audience:**

- Allergy or asthma patient, or associated caregiver, who is motivated to comply with treatment. They are seeking self-help measures to help their drug's effectiveness leading to symptom relief.
- The healthcare professional who is using the book as an educational aid.

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